

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement in “The India Today Group” a special issue titled “THE GREAT INDIAN HOLIDAY” English magazine, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad – Publication Charges – Amount Sanctioned Rs.4,50,000/- - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 123

Dated:05-02-2011

Read the following:

1. Govt.Lr.No.4402/PMU/DDC/2010, Dt.26-08-2010 of YAT & C (PMU) Department.
2. Invoice No.10-11/8301, Dt.30-11-2010 of M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department released a Full Page Colour advertisement to publish in “The India Today Group” a special issue titled “THE GREAT INDIAN HOLIDAY” English magazine, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad. After publication of the advertisement, submitted a bill amounting to Rs.4,56,975/- (including Service Tax @ 1.55%) for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.4,50,000/- (Rupees Four Lakhs Fifty Thousand only) towards publication of the advertisement in “The India Today Group” a special issue titled “THE GREAT INDIAN HOLIDAY” English magazine.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Stark Communications, Pvt., Ltd (Cochin), Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)**

To,
M/s. Stark Communications, Pvt., Ltd (Cochin), Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER